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## **MARKETING TOOLS CREATE THE COMPANY'S IMAGE**

Increasing the number of companies in the market and reducing the significant differences between today require the use of clear corporate policy and professional approaches to forming their image. This trend is particularly acute for the industrial market.

Thus, the development of large image production and intermediary companies going in two directions: producer of innovative high-quality products and one that uses innovative approaches in working with clients. The emphasis is on individual approach to working with clients, forming partnerships, including dealer and retail chains.

Such an image is formed by means of marketing communications. Special attention is given to traditional communication tools such as PR (permanent cooperation with the professional edition) and outdoor advertising. Also at exhibitions and trade networks carried out extensive product demonstrations during which users have the opportunity to learn about the benefits of a particular model, get professional advice.

Image advertising is impersonal means of marketing communication, which is used to form the company's reputation and its products in the eyes of the target audience. The format of this type of advertising is the layout, which has advantages and preferences to personify the brand. To promote the brand in the industrial market

channel branding are the specialized media and outdoor advertising, and all possible printed products such as brochures, booklets, posters, calendars, greeting cards and more. Special image printed matter - is one of the most effective means for creating a positive attitude towards the company.

The main area of application of PR, as a tool of integrated marketing communications is a positive image and reputation. Namely:

- Create the image of a socially responsible business, operating in a particular country, region;
- Create the image of the company as a sponsor of significant cultural, sporting and social events and programs; implement charitable activities and so on.

To perform these tasks you can apply a range of coordinated communication activities aimed at building the company's image. Note that the need of every company image, instantly recognizable.

Great importance in the formation of a positive image in the minds of the target audience are elements of branding. Corporate culture requires everything to be left to chance. All items used by staff must have the logo as office - the face of the company. Logo can be placed on the upholstery of chairs, the rugs computer mice, on the elements of clothing accessories. Employees must provide portfolios and folders, accessories for the planning of the company logo. Moreover, if the thing is quality and facilitating execution of their duties, the logo will work even on a subconscious level, "the company cares about me."

Of great importance is wrapping gifts - boxes, packing paper, packages of branding. By promotional gifts can be added other materials printed and audiovisual nature: brochures, booklets, leaflets, price lists, which increases the complexity of advertising and fashion influence.

Thus, traditionally, in the image forming companies use a combination of different means of marketing communication, a kind of specialized communication mix - branding, PR (through the media, sponsorship) and of special means of marketing communications, as seen from the material, should select the image products .

In the consumer market basic tools for image formation should select image advertising (external, media), PR (sponsorship), and pay special attention to promotional gifts. Promotional souvenir is the constant companion of all shares and there is always a nice gift for the consumer. Branding company (prints on staff uniforms, the design of buildings and interiors) as not to form the image in the eyes of consumers.

For enterprises in the industrial market is the main means of PR, is the first part in exhibitions, and then the media. For exhibitions should be provided for printing brochures, flyers, and more. Among gifts for business partners should choose gifts or souvenirs. To form corporate spirit and image within the Company for its own staff provided business gifts. A branding elements on the working form, detail design and make a good impression on the partner, and its own staff.

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